



# RHINOS 2010 SEASON

## 15<sup>TH</sup> ANNIVERSARY

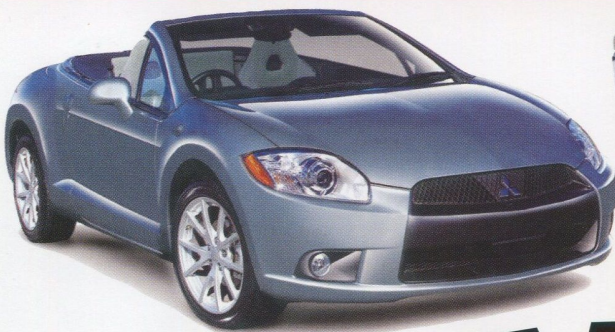
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# Rochester Rhinos 2010 Schedule

Date	Opponent	Time
Saturday, April 10	@ Miami FC	7:30pm
Saturday, April 17	@ Portland	10:00pm
Sunday, April 25	@ Austin	7:00pm
Wednesday, April 28	@ NSC Minnesota	8:00pm
<b>Saturday, May 1</b>	<b>Carolina</b>	<b>7:00pm</b>
<b>Saturday, May 8</b>	<b>AC St. Louis</b>	<b>7:00pm</b>
<b>Wednesday, May 19</b>	<b>Crystal Palace Baltimore</b>	<b>7:00pm</b>
Saturday, May 22	@ Vancouver	10:00pm
<b>Saturday, May 29</b>	<b>Vancouver</b>	<b>7:00pm</b>
<b>Friday, June 4</b>	<b>NSC Minnesota</b>	<b>7:30pm</b>
<b>Saturday, June 12</b>	<b>Crystal Palace Baltimore</b>	<b>7:00pm</b>
Sunday, June 20	@ Montreal	2:00pm
<b>Saturday, June 26</b>	<b>Puerto Rico</b>	<b>7:00pm</b>
<b>Saturday, July 3</b>	<b>Montreal</b>	<b>7:00pm</b>
<b>Friday, July 9</b>	<b>Austin</b>	<b>7:30pm</b>
Wednesday, July 14	@ Crystal Palace Baltimore	7:00pm
<b>Saturday, July 17</b>	<b>Carolina</b>	<b>7:00pm</b>
Thursday, July 22	@ FC Tampa Bay	7:30pm
Saturday, July 24	@ Puerto Rico	8:05pm
Tuesday, July 27	@ Carolina	7:00pm
<b>Wednesday, August 4</b>	<b>Portland</b>	<b>7:00pm</b>
Wednesday, August 11	@ Carolina	7:00pm
<b>Saturday, August 14</b>	<b>Montreal</b>	<b>7:00pm</b>
Wednesday, August 18	@ Crystal Palace Baltimore	7:00pm
<b>Saturday, August 21</b>	<b>Miami FC</b>	<b>7:00pm</b>
Friday, August 27	@ Montreal	7:30pm
<b>Saturday, September 11</b>	<b>FC Tampa Bay</b>	<b>7:00pm</b>
<b>Friday, September 17</b>	<b>Miami FC</b>	<b>7:30pm</b>
Saturday, September 25	@ Miami FC	7:30pm
Saturday, October 2	@ AC St. Louis	8:10pm

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## Rochester Rhinos/Marina Auto Stadium Fan Guide

### Alcoholic Beverages

Persons under 21 years of age are not permitted to purchase or consume alcoholic beverages. Marina Auto Stadium reserves the right to refuse service to anyone who is unable to produce an acceptable form of identification or who appears to be intoxicated.

Marina Auto Stadium is dedicated to providing a safe and enjoyable experience for all of our guests. The sale, consumption, service and availability of alcohol may be restricted by the management of Marina Auto Stadium in its sole discretion and is subject to compliance with all applicable governmental statutes, ordinances and regulation.

Within the stadium, the sale of beer is limited to two per customer, per purchase. The sale of alcohol may be stopped by stadium concessionaire at any time during events, if you choose to drink, please do so responsibly.

### Attire

All visitors to Marina Auto Stadium are required to wear shoes and shirts at all times. Some language, gestures and suggestive art on apparel may also be considered inappropriate. Marina Auto Stadium reserves the right to address these issues with all guests. Your cooperation is appreciated.

### Banners

Banners may be brought into the stadium and are encouraged provided they are not offensive, in poor taste, or commercial in nature. Banners may be draped or hung from the rail on the lower bowl, as long as they do not obstruct the view of any guests, Stadium signage or present any safety hazard. Marina Auto Stadium reserves the right to remove any banner which it deems offensive in nature.

### Cameras/Video Equipment

Professional cameras or equipment are not allowed to be brought in to the venue unless user has the appropriate working media credential. Unauthorized filming, video or audio taping, photographs, records and all other depictions of Marina Auto Stadium and/or events are prohibited.

### Concessions

Marina Auto Stadium offers thirty-two points of sale within five permanent stadium concession stands and also offers food and drink at various mobile concession kiosks. In addition, concessions will be available via vendors walking the stands. Hours of operation for concessions vary based on length and type of event.

### Emergency Phone Calls

Please report all emergencies to the nearest Security Guard or Usher in the stadium.

### Emergency Evacuation

In the event of an emergency situation where the stadium would need to be evacuated, instructions will be announced via the public address system and stadium staff will assist you in exiting the venue safely. If such circumstances arise, please remain calm, use common sense and follow instructions as they are announced.

### Fan Behavior

Fans violating local, state or federal laws, behavior deemed objectionable by Marina Auto Stadium staff or any behavior that infringes upon other fans' ability to enjoy the game will be asked to cease such behavior and may be ejected or arrested.

### Flags and Flag Pole Policy

Flags are permitted provided they are not commercial, offensive or in poor taste. Flags may not obstruct the view of any guests, stadium signage or present safety hazards. For safety reasons flag poles of any kind will not be permitted.

### First Aid Station

Marina Auto Stadium offers a First Aid Station on the main concourse, conveniently located at the southeast corner of the venue between Gate C and D. If immediate first aid is needed, ask any Marina Auto Stadium employee for assistance.

### Field Access Policy

Stadium guests are not permitted access to the playing field at any time. Anyone entering the field without proper credentials is subject to removal from the stadium and arrest.

### Guests with Disabilities

The staff and management of the Rochester Rhinos welcome members of the disabled community to Marina Auto Stadium, a state-of-the-art sports and entertainment facility. We are constantly striving to improve our accessibility services at Marina Auto Stadium. Please feel free to contact the ADA Coordinator with any comments, questions and suggestions.





### **Guest Services**

Marina Auto Stadium Guest Services desk is located on the South main concourse located behind section 132 across from Gate D. Guest Services will answer any of your questions and assist with any problems once you have arrived at the facility.

### **Elevator**

An elevator for guests with disabilities and for guests traveling to the press box, suite level or 300 level is located behind section 111 on the Main North concourse.

### **Service Animals**

Service animals are permitted in Marina Auto Stadium. Contact our ADA Coordinator if any special requirements are needed.

### **Handout/Vending Policy**

Guests are not allowed to hand out promotional or advertisement brochures, flyers or any other collateral material to other guests while on the property of Marina Auto Stadium, including parking lots without prior written approval from Marina Auto Stadium. No vendor is permitted to sell merchandise or food/drink of any kind while on the property of Marina Auto Stadium without prior written approval from Marina Auto Stadium.

### **Horns/Drums/Instruments**

Marina Auto Stadium does allow horns, drums and other musical instruments provided they are not a safety hazard to guests and do not block the view of others. Drum sticks must be of the "mallet" kind.

### **Lost and Found**

During an event, any items found should be turned into guest services. After a game or event has concluded, lost and found items are transferred to the Rhinos main office, which can be reached during normal business hours at (585) 454-5425.

### **Lost Children**

In the event your child is lost, notify the nearest Safety or Security Officer immediately.

### **Parking Policy**

Marina Auto Stadium parking lots will open 2 hours prior to kickoff. For more information on obtaining parking passes, please contact the Rochester Rhinos at (585) 454-5425.

There is normally a \$7.00 charge for Club Lot parking and \$5.00 charge for Broad Street parking for all stadium events.

### **Projectiles**

The throwing of any projectiles in seating areas, ramps, stairwells or any other areas is prohibited.

### **Re-Entry Policy**

For most events, ticketed spectators will not be allowed to re-enter the stadium once they leave. Fans are advised to ask gate supervisors prior to leaving the gates.

### **Restricted Items**

Personal food and beverage items, coolers, helium balloons and sound emitting, non-electric (air horns, whistles and noisemakers) or electronic devices are not permitted and must remain outside Marina Auto Stadium as well as weapons of any type and laser light pointers.

### **Smoking**

Marina Auto Stadium is a smoke-free building inside the seating bowl. Designated smoking areas are available in the North and West concourse areas and in the walkway behind the 300 level. This guideline is meant to preserve the safety and health of all of our guests. Your cooperation is appreciated.

### **Tailgating Policy**

Pre-game tailgating is permitted as long as it is conducted in a safe and respectful manner. Fans are asked to dispose of all trash in units located throughout the parking lot.

### **Ticketing**

The Marina Auto Stadium Box Offices is open Monday –Friday 10:00am – 6:00pm and Saturday 10:00am – 2:00pm. All accessible ticketing needs should be made through the Rochester Rhinos. Tickets can be purchased in person, charge by phone at (800) 745-3000, all TicketMaster outlets and on-line at [www.ticketmaster.com](http://www.ticketmaster.com).

### **Wheelchair Seating**

The stadium contains many seats for wheel chairs as well as seats for companions. Wheelchair accommodations are available within each price level with wheel chair access designated restrooms, concession stands and other points throughout the venue.

### **Will Call Policy**

Tickets may be picked up with photo ID at the box office will call window located near the dedication lane off Smith Street. The will call window will be open 120 minutes prior to events.



Dear Rhinos Fans,

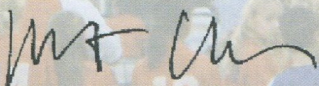
As the organization embarks on our 15th year as a franchise, we begin another exciting season of soccer, playing in our 5th season at what is now Marina Auto Stadium. We are part of a new league; the United States Soccer Federation Division 2 Pro League... a league that consists of two conferences (the USL and the NASL) of six teams each. This year, as part of our 15th Anniversary season, the focus is celebrating the past, while paving the way to the successful future of our organization.

As we begin this exciting journey, we'll carry on the traditions that began fifteen years ago... Inspired by the values and traditions that have been developed throughout the past, and embracing the changes and advancements that will raise the bar, we hope to set precedence for the next fifteen years to come. The past becomes the present, as we begin by reuniting an iconic legend in Rhinos history, a man who was with the organization from its very beginning, Pat Ercoli. Taking the reins as General Manager, Pat brings a wealth of knowledge, experience, and professionalism to the organization, and will play a critical role in strengthening our ties to the community and developing our players. Alongside Pat, the new era will be led by coach, Bob Lilley. While he is new to the Rhinos organization, he is no stranger to the sport of soccer. I truly believe that Lilley is a coach that understands the expectations and tradition of Rhinos soccer, from having coached against us in the past... and has the ability to bring this team back to the level of play we saw when we were a championship organization. Lilley has worked rigorously throughout the off season in piecing together a squad that is dynamic and quick, something that has been lacking in this town for quite some time. The "rebirth" of the Rhinos will be reflected on the field with the multitude of new players that have been signed in the off season, in addition to 2009 returnees Ryan Heins, Nano Short and Scott Vallow. Look to the return of Frankie Sanfilippo, 2010 Team Captain to be just one integral part of what Lilley is trying to achieve. Midfield/Forward Darren Spicer is another key player to watch out for, along with Troy Roberts and Aaron Pitchkolan, who both come to us with MLS experience. Other veteran players include Tyler Roseland and Jonathan Green, two players that are obviously new to the team, but no strangers to the game. You'll see some younger players out in the pitch as well, such as Isaac Kissi and Adam West. All with sound experience, we will look to these men to serve as the backbone of the franchise throughout the 2010 season.

Off the field, our dedicated staff has spent the off season tirelessly creating and developing ways to enhance the overall fan experience, making it one that will be second to none. Many of these changes have come as a result of your feedback. We have listened to our fans, and made it our goal to make the changes necessary to enhance your experience, and ensure that it is a genuinely unique and memorable event for you and your family. We've unveiled our new "Taste of Rochester" lineup of concessionaires, featuring local favorites such as Bill Gray's, Red Osier, Camille's Sidewalk Café, Simply Crepes, Abbott's, Cuppy's Coffee, and more. In addition, we welcome Lorraine's Food Factory on the brand new luxury suite level. We've created a "Kid's Zone," a large area where kids will be able to play on numerous inflatables, get their faces painted, and multiple other activities. Throughout the year, we will be commemorating the past, by highlighting our top fifteen matches of all time....featuring one per game, as voted on by you, the fans. Huge giveaways, better, more exciting promotions....you will really have to be here, to feel the excitement for yourself!

Very special thanks goes out to our season ticket holders, our sponsors, and you...the fans, for your continued support over the last fifteen years, and hopefully for years to come. The Rochester community, and the support it has provided, has not only made this team what it is today, but will serve as the backbone of success for many years to come. We, as a franchise, look forward to another successful season here at Marina Auto Stadium.

Best Regards,



Rob Clark  
Team Owner & CEO

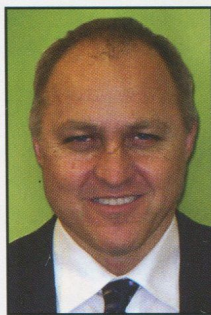




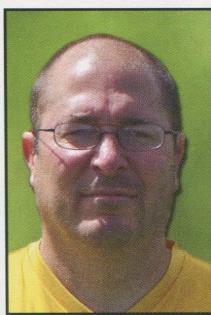
# 2010 Rochester Rhinos Roster

No.	Name	POS.	HT.	WT.	DOB	AGE	BIRTHPLACE	2009 CLUB
10	Aguilar Carlos	M	5'10"	160	5/25/88	21	Palmdale, CA	UC-Irvine (NCAA)
2	Bellamy Tyler	D	6'2"	185	5/17/88	21	Hammonton, NJ	St. Bonaventure (NCAA)
29	Clark Roy	M	5'9"	170	8/1/83	26	Costa Rica	Club Sport Cartagines (CR-1)
6	Costanzo Rich	D	5'9"	166	2/17/86	24	Pittsburgh, PA	Minnesota (USL-1)
21	Ferdinand Max	F	5'11"	150	11/4/86	23	Haiti	Baltimore Blast
8	Franks Jamie	M	5'8"	155	9/26/86	23	Medford, NJ	Charleston (USL-1)/Wilmington (USL-2)
20	Gore T.J.	M/F	6'0"	180	9/7/87	22	Macomb, MI	Vermont Catamounts
28	Greenfield Jonathan	D/M	6'1"	175	2/18/82	28	Cape Town, South Africa	Minnesota (USL-1)
7	Hamilton Anthony	F	6'0"	180	8/26/85	24	Redlands, CA	Ventura County (PDL)
11	Heins Ryan	D/M	6'1"	170	3/1/85	25	Mount Holly, NJ	Rochester (USL-1)
23	Hoxie Andrew	F	6'4"	208	10/8/86	23	Enid, OK	William & Mary (NCAA)
18	Kissi Isaac	F	6'1"	175	5/14/87	22	Brong-Ahafo, Ghana	Dayton (NCAA)
1	Kitson Neal	G	6'1"	185	1/6/86	24	New York, NY	Kansas City (MLS)
5	Motagalvan Alfonso	M	5'11"	170	2/11/87	23	Gilroy, CA	Ventura County (PDL)
25	Nunez Tino	F	5'8"	183	8/22/84	25	Long Beach, CA	Real Salt Lake (MLS)
4	Pitchkolan Aaron	M/F	6'2"	175	3/14/83	23	Aurora, CO	San Jose Earthquakes
12	Roberts Troy	D	6'0"	180	9/18/83	26	San Jose, CA	Cleveland (USL-1)
13	Rosenlund Tyler	M	6'0"	170	9/13/86	26	Vancouver, Canada	Toronto FC (MLS)
15	Sanfilippo Frankie	D	5'9"	165	9/8/81	28	San Diego, CA	Charleston (USL-1)
17	Short Nano	M	6'2"	187	1/28/85	25	Taunton, England	Rochester (USL-1)
9	Spicer Darren	M/F	5'11"	165	8/27/83	26	Upland, CA	Charleston (USL-1)
24	Vallow Scott	G	6'3"	195	6/8/77	32	Modesto, CA	Rochester (USL-1)
3	West Adam	D	6'0"	175	5/7/86	23	Gig Harbor, WA	Tacoma (PDL)

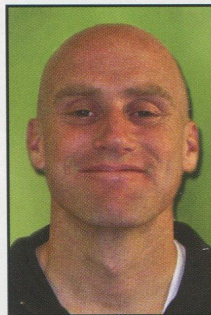
## 2010 Rochester Rhinos Coaching Staff



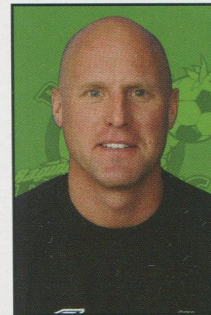
**Pat Ercoli**  
General Manager



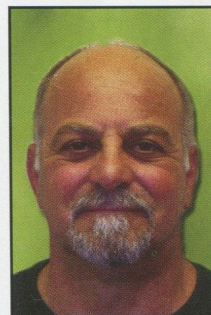
**Bob Lilley**  
Head Coach



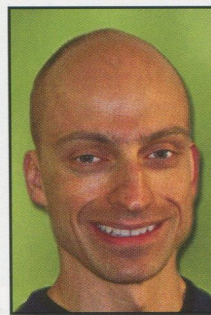
**Bill Sedgewick**  
Assistant Coach



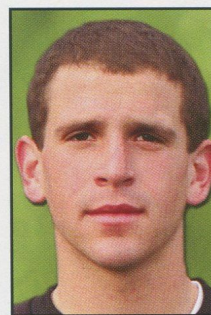
**Bill Andracki**  
Assistant Coach



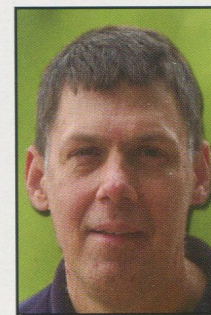
**Dave DiPasquale**  
Athletic Trainer



**Mike Barone**  
Strength and  
Conditioning Coach



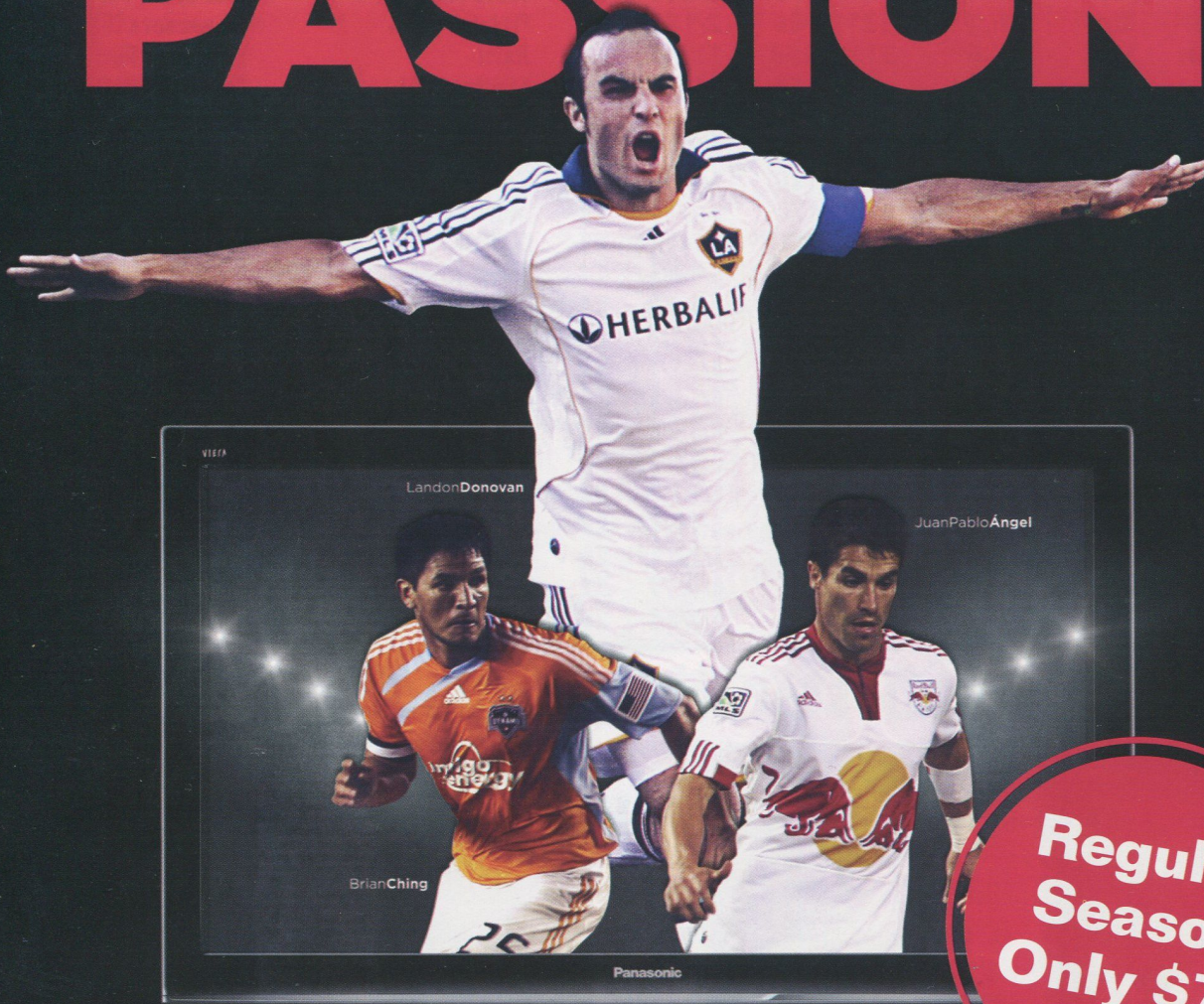
**Eric Hankin**  
Equipment Manager



**Chris Brown**  
Assistant Equipment  
Manager

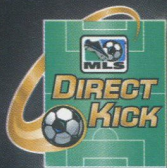


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## Pat is Back!

By Diana Rapp

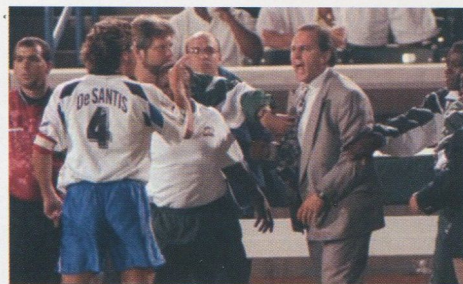
Synonymous with the name Rochester Rhinos is that of Pat Ercoli. A legend in his own right, Ercoli put Rochester on the map when it came to having a sold out stadium and a quality product on the field. As the only coach in Rhinos history to ever win a league championship, he not only did it once, but three times. Add in the 1999 U.S. Open Cup Championship where the Rhinos continue to be the only USL team to ever win the tournament, and you can see why this man is legendary.

As the Rhinos continue to rebuild the franchise and get back to the glory days that Ercoli helped create, it was a natural decision to return to their roots and bring back a man with strong ties to the Rochester Community and a name well-known in soccer circles. Rhino's owner Rob Clark said, "We are thrilled to reunite Pat with the Rhinos organization. He will play a critical role in strengthening our ties to the community and developing our players"

Ercoli's professional career began on the field in 1976 as a member of Toronto Metros-Croatia. While he would record zero goals that season, it was only the beginning of what would be a ten year career on the pitch. Rochester was first introduced to Ercoli in 1978 when he signed on to play with the Rochester Lancers of the newly resurrected North American Soccer League (NASL). Ercoli scored 16 goals between 1978 and 1980 and recorded 83 appearances for the Lancers. Concurrently, he saw success indoors as well with the New York Arrows and Detroit Lightning where he made a combined 53 appearances and 62 goals. Pat Ercoli would continue to play professional soccer until 1986. He spent one more season outdoors in 1981 with the Jacksonville Tea Men and would spend several more seasons in the indoor arena with the Buffalo Stallions, Baltimore Blast, and Cleveland Force. During that time he recorded another 257 professional appearances and 151 goals. Additionally, Ercoli earned one cap for a Canadian National Team appearance in 1980.



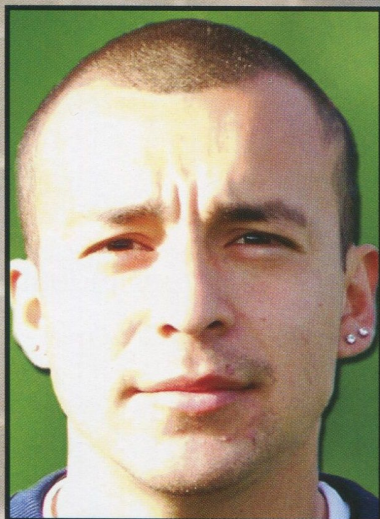
Pat Ercoli would return to Rochester in 1996, as the Rhinos embarked on their inaugural season as part of the A-League at Fauver Stadium. The Rhinos would finish 4<sup>th</sup> in the regular season under Ercoli's guidance and lose in the championships that year. Success was brewing and the city was anxious to see a winning team. Moving to the newly built Frontier field in 1997 they saw a 2<sup>nd</sup> place finish in the Northeast and were continuing to build a



championship worthy team. The highly sought after A-League championship would find its way to Rochester in 1998 where the Rhinos finished 1<sup>st</sup> in the Northeast and won their first league title. The Rhinos would go on to be named league champions twice more in both 2000 and 2001 and have made 6 appearances overall. In addition, Ercoli would lead the team to the 1999 Lamar Hunt U.S. Open Cup championship game where the team pulled out a stunning win over the Colorado Rapids of Major League Soccer. Since the inception of Major League Soccer in

1996, the Rhinos are the only non-MLS team to ever bring home the cup and it shocked the soccer community. Overall, he posted a regular season record of 154-77-18. Pat Ercoli turned the Rochester Rhinos into a soccer powerhouse during his coaching tenure and is here to do it again as the General Manager of the club. Pat is excited to be on board and has said, "The organization has a great tradition and as I watched the team play I knew I wanted to participate. I am looking forward to helping put an exciting product on the field this season."

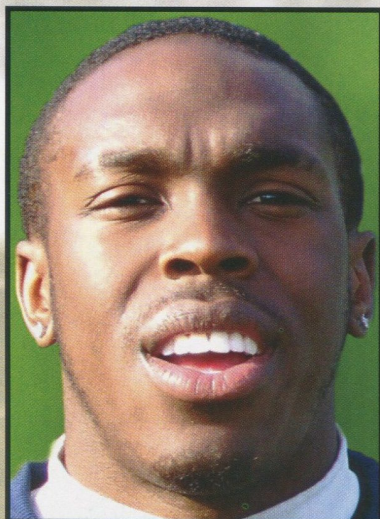




## #10 Carlos Aguilar

Midfielder

Height: 5'10"  
Weight: 160 lbs.  
Date of Birth: May 25, 1988  
Birthplace: Palmdale, CA  
Citizenship: United States  
Last Club: UC-Irvine



## #2 Tyler Bellamy

Defender

Height: 6'2"  
Weight: 185 lbs.  
Date of Birth: May 17, 1988  
Birthplace: Hammonton, NJ  
Citizenship: United States  
Last Club: St. Bonaventure





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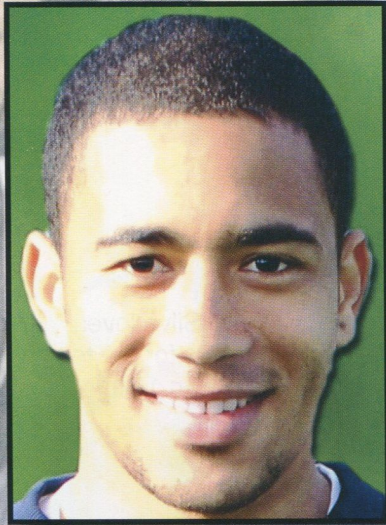


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## **#29 Roy Clark**

### **Midfielder**

**Height:** 5'9"

**Weight:** 170 lbs.

**Date of Birth:** August 1, 1983

**Birthplace:** Costa Rica

**Citizenship:** Costa Rica

**Last Club:** Club Sport Cartagines (CR-1)



## **#6 Rich Costanzo**

### **Defender**

**Height:** 5'9"

**Weight:** 166 lbs.

**Date of Birth:** February 17, 1986

**Birthplace:** Pittsburgh, PA

**Citizenship:** United States

**Last Club:** Minnesota (USL-1)



## 2010 USSF – D2 TEAM PREVIEWS

### USL CONFERENCE

By Joe Giuliano, Rhinos Broadcaster

#### Austin Aztex

2009 Record: 5-17-8 = 21 Points (10th Place)  
Coach: Adrian Heath (2nd Season)  
Stadium: House Park (Capacity: 6,500)



#### Key Players:

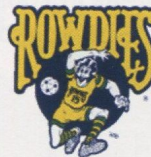
25 year-old striker Eddie Johnson showed signs of solid play in 2009. Look for the Manchester United product to only get better after a five goal and four assist season in 2009. 21-year-old Brazilian midfielder Sullivan Silva loves to show his individual skills and go 1v1. Silva will need to turn that individual magic into scoring opportunities for the team. Goalkeeper Miguel Gallardo missed most of 2009 with an injury. He hopes to appear in more than 11 games and lead the Aztex defense.

#### 2010 Outlook:

Adrian Heath and the Aztex look forward to moving to their home field (House Park) and hope they learned from 2009 in USL-1. The Aztex jumped from PDL to USL-1 last season with the youngest roster in the league. As a result, Austin gave up the second most goals (51) in the league. Things will have to be tighter in the back and the Aztex will need someone to set-up the potentially dangerous striker Eddie Johnson. After having a 2009 pre-season goal of making the play-offs and not coming close, Austin has released 14 players. To fill the gaps, the Aztex have been on scouting trips to Senegal, Haiti, Columbia and Mexico. What they come back with? The 2010 season will tell!

#### FC Tampa Bay Rowdies

2009 Record: 1st Season (2010)  
Coach: Paul Dalglish (1st Season)  
Stadium: George M. Steinbrenner Field (Capacity: 10,000)



#### Key Players:

Defender Julian Valentin's MLS experience will be greatly needed as another expansion team enters the league. Defensive midfielder Scott Buete will be the glue in Tampa's first season. Hard nosed and always in the action, Buete's experience with Chicago (MLS), Atlanta and Charleston needs to carry Tampa. Iconic Japanese midfielder Takuya Yamada moves to the USSF D-2 after becoming one of the best all-around players in his country. Yamada's ability to play several positions will be a major asset.

#### 2010 Outlook:

Eddie Firmani, Rodney Marsh and Oscar Fabiani! Tampa re-enters the world of pro soccer. Although it's not quite the same level as those mentioned above, Tampa should be a solid market. If pre-season results are any indicator, Tampa may be more competitive than expected. Tampa picked up a 2-2 result vs. FC Dallas and a 1-0 win against MLS expansion side Philadelphia. Coach Paul Dalglish will be put to the real test once there are points on the line. Should be interesting to see how Tampa deals with the grinding schedule of USSF-D2.

#### NSC Minnesota Stars

2009 Record: 1st Season (2010)  
Co-Coaches: Manny Lagos (1st Season)  
Stadium: National Sports Stadium (Capacity: 8,500)



#### Key Players:

After four years in Rochester M/F Johnny Menyongar returns home to lead the club. Menyongar was one of the most popular Minnesota Thunder players from 2000-2005.





Menyongar scored 28 goals in 106 games with Rochester and was also Team MVP in 2008 and 2009. Forward Melvin Tarley has joined fellow Liberian Menyongar in Minnesota. Tarley, 27 was either top or co-leader in scoring with the Thunder the last two seasons. Although he only had a cup of coffee in Rochester, former Rhino Warren Ukah has also landed in Minnesota.

#### **2010 Outlook:**

Manny Lagos basically hand picked certain Minnesota Thunder players to form the nucleus of his squad. The club made a solid choice in building around Menyongar. Lagos hoped living and training together during the pre-season quickly brings the team together. With one of the lowest payrolls in the USSF-D2, NSC Minnesota are hoping hard work, strong effort and no injuries help out. It's going to a very tough balancing act in Minnesota.

### **Portland Timbers**

2009 Record: 16-4-10 = 58 Points (1st Place)

Coach: Gavin Wilkinson (4th Season)

Stadium: PGE Park (Capacity: 18,616)



#### **Key Players:**

Forward Mandjou Keita spent the off-season staying sharp in India. Keita scored five goals during his loan spell. The 30 year-old Striker is coming off an impressive 2009 campaign with 11 goals and 7 assists. Rhino killer Ryan Pore returns after a 10 goal season in 2009. Four seasons in MLS with Kansas City definitely helped Pore sharpen his game. Defender Steven Keel will once again lead the back-line. Keel spent four seasons in MLS with Colorado and has become one of the top defenders in the league.

#### **2010 Outlook:**

After a dominating 2009 regular season, the Timbers fell in the play-offs to Vancouver (5-4 aggregate). Gavin Wilkinson and the Timbers acknowledge the regular season success and will continue building for their entry into MLS in 2011. Portland produced a historic 24 game unbeaten streak in 2009. With the core of players returning, the Timbers (like the rest of the league) are looking to add players with more speed. We'll see if Portland's entry into MLS helps attract high caliber players looking to secure a spot in 2011.

### **Puerto Rico Islanders**

2009 Record: 15-7-8 = 53 Points (3rd Place)

Coach: Colin Clarke (4th Season)

Stadium: Juan Ramon Loubriel Stadium (Capacity: 12,500)



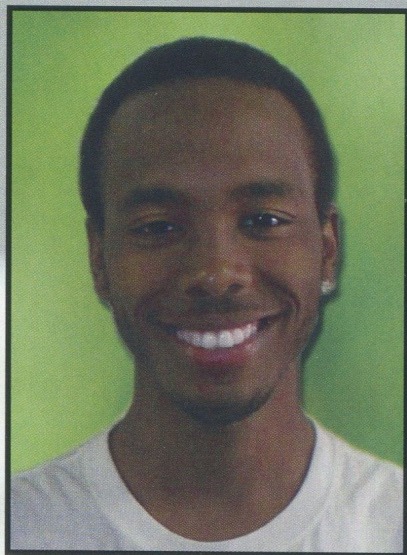
#### **Key Players:**

Defender Marco Velez has re-signed with the Islanders. Velez was the first Puerto Rican player to play in MLS, signing with Toronto FC. His experience and leadership will be a huge addition to the Islanders backline. Midfielder Chris Nurse left Rochester after a less than positive relationship with now fired Head Coach Darren Tilley. After his Rhinos stint, Nurse returned to England and played at the National Conference Level with AFC Telford United. The Islanders are hoping attack-minded Defender Cristian Arrieta returns after another tremendous season. In 2009, Arrieta registered 25 points and finished tied for second in USL-1 points. At the time of this publication, Arrieta was on trial with Philadelphia (MLS).

#### **2010 Outlook:**

The loss of Jonathan Steele will hurt Puerto Rico's run in 2010. If Arrieta and Goalie Bill Gaudette are out, Puerto Rico will tumble down the USSF-D2 standings. Coach Colin Clarke has wasted little time in preparing for the 2010 season. He has seen some of the nation's top college players, traveled to England and also has made contact with players in Africa. Puerto Rico continued to spread the soccer word as they also traveled to take on the Antigua National side. "General" Clarke will once again have Puerto Rico prepared and competitive, but key losses will need to be off-set by the experience that Clarke brings.

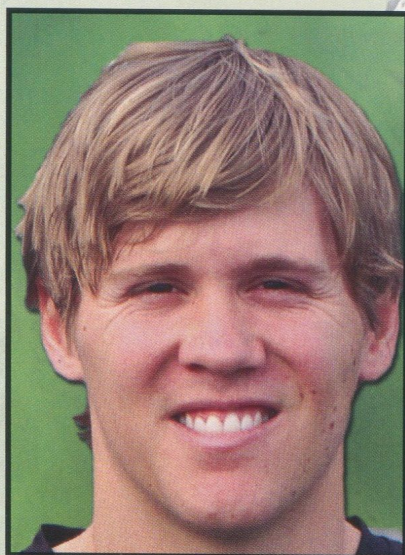




## **#21 Max Ferdinand**

**Forward**

**Height:** 5'11"  
**Weight:** 150 lbs.  
**Date of Birth:** November 4, 1986  
**Birthplace:** Haiti  
**Citizenship:** Haitian  
**Last Club:** Baltimore Blast



## **#8 Jamie Franks**

**Midfielder**

**Height:** 5'8"  
**Weight:** 155 lbs.  
**Date of Birth:** September 26, 1986  
**Birthplace:** Medford, NJ  
**Citizenship:** United States  
**Last Club:** Charleston (USL-1)





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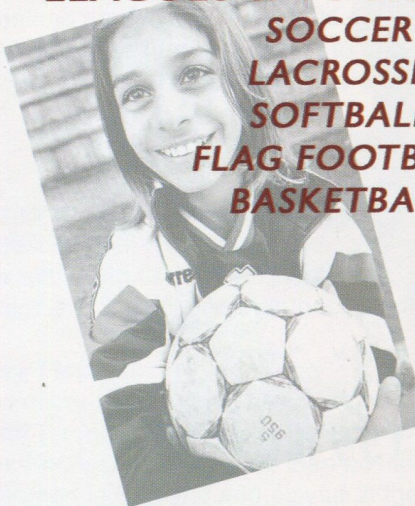
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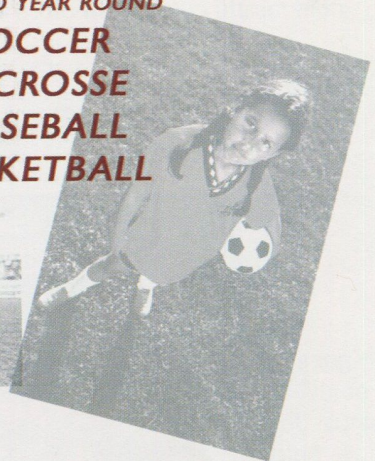
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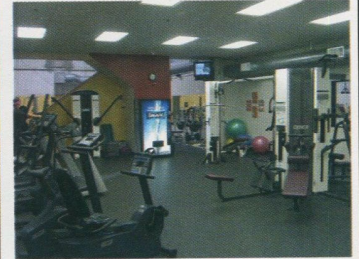
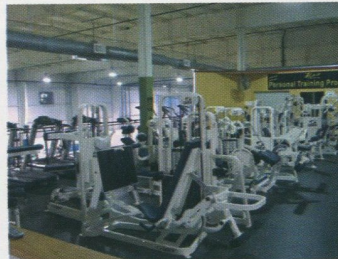
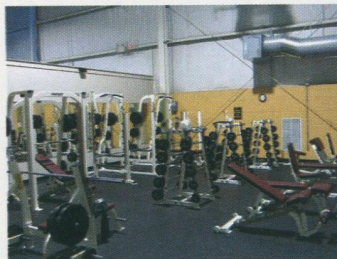
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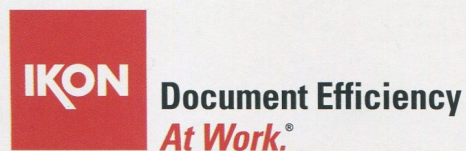
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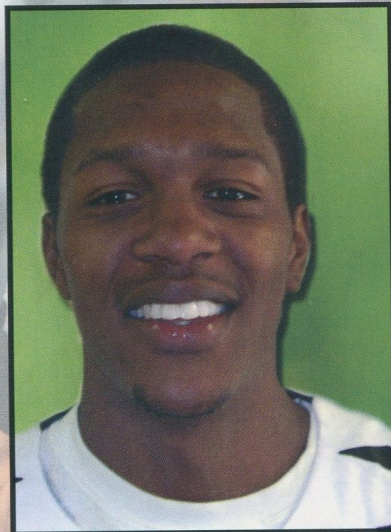
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## **#20 T.J. Gore**

**Forward/Midfielder**

**Height: 6'0"**

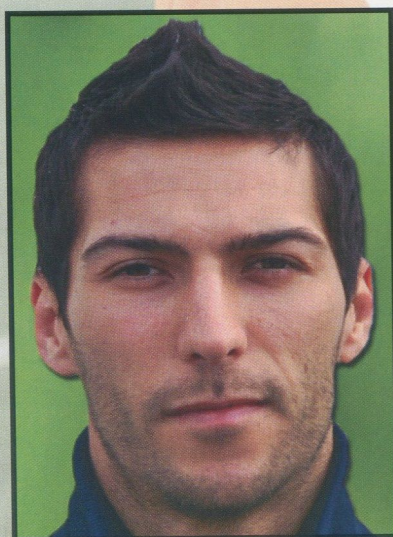
**Weight: 180 lbs.**

**Date of Birth: September 7, 1987**

**Birthplace: Macomb, MI**

**Citizenship: United States**

**Last Club: Vermont Catamounts**



## **#28 Jonathan Greenfield**

**Defender/Midfielder**

**Height: 6'1"**

**Weight: 175 lbs.**

**Date of Birth: February 18, 1982**

**Birthplace: Cape Town, South Africa**

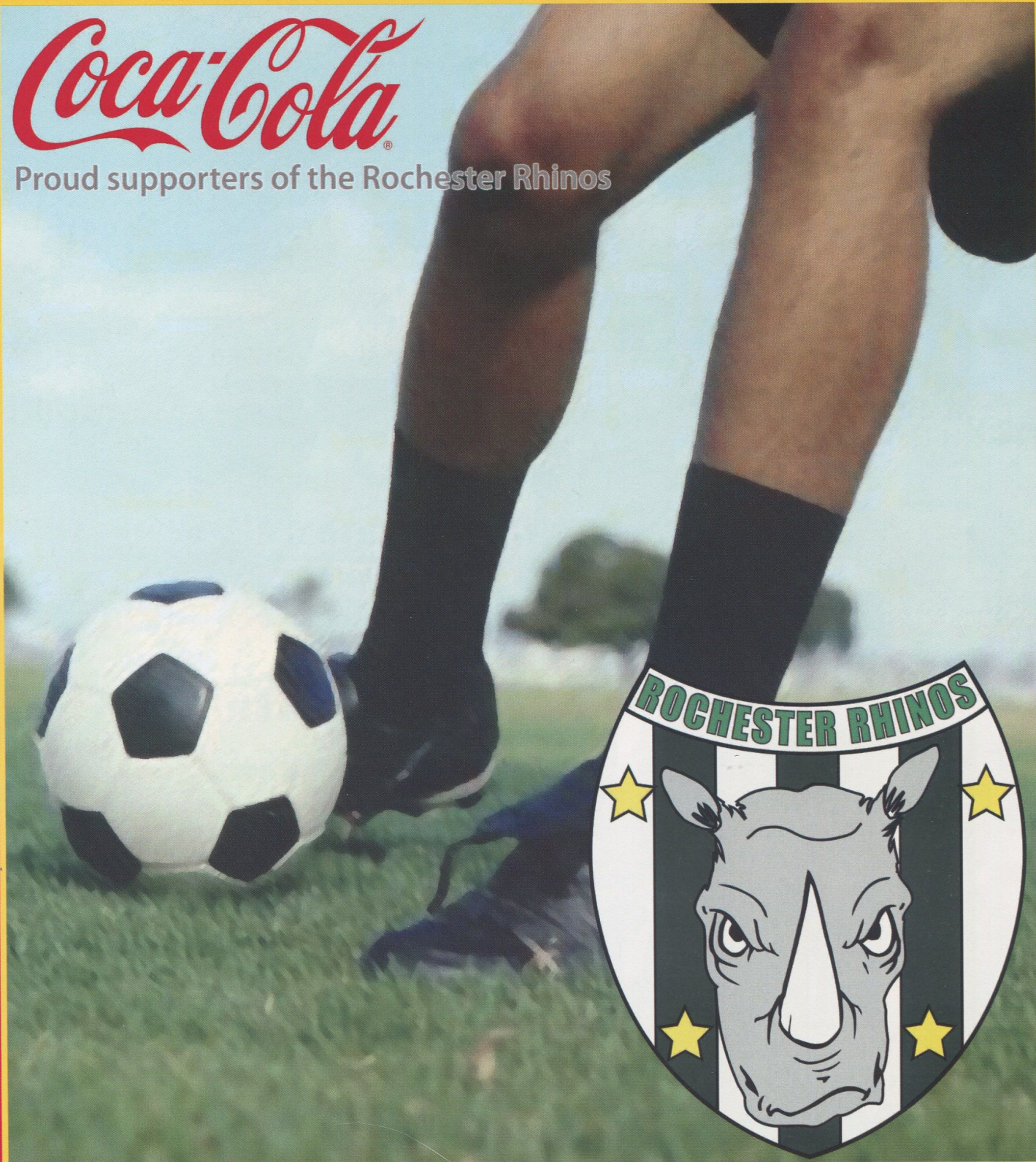
**Citizenship: South Africa**

**Last Club: Minnesota (USL-1)**

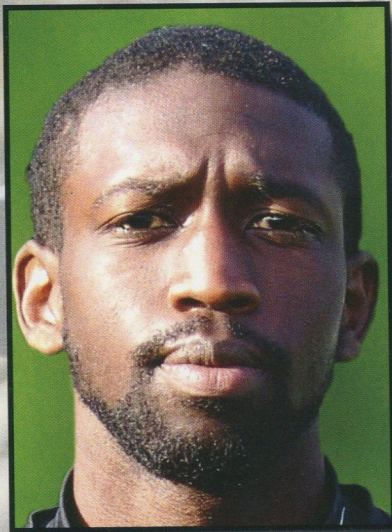


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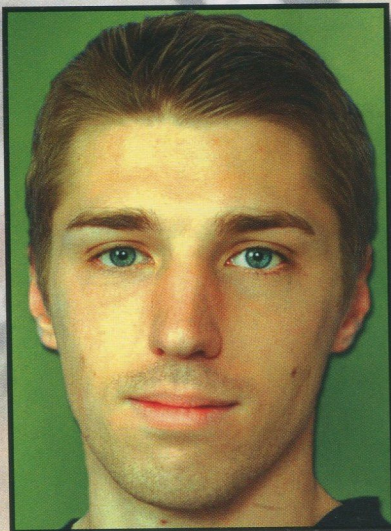




## **#7 Anthony Hamilton**

### **Forward**

**Height:** 6'0"  
**Weight:** 180 lbs.  
**Date of Birth:** August 26, 1985  
**Birthplace:** Redlands, CA  
**Citizenship:** United States  
**Last Club:** Ventura County (PDL)



## **#11 Ryan Heins**

### **Defender/Midfielder**

**Height:** 6'1"  
**Weight:** 170 lbs.  
**Date of Birth:** March 1, 1985  
**Birthplace:** Mount Holly, NJ  
**Citizenship:** United States  
**Last Club:** Rochester (USL-1)



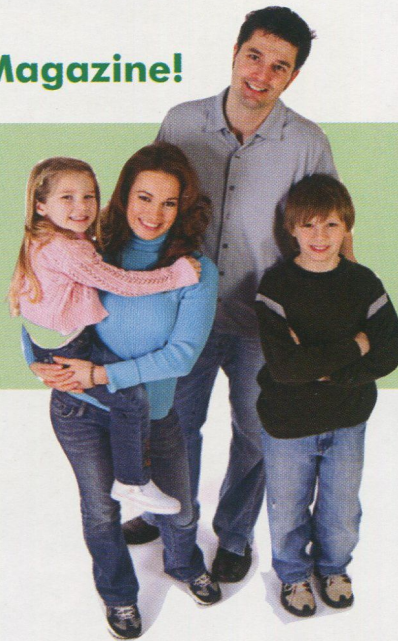


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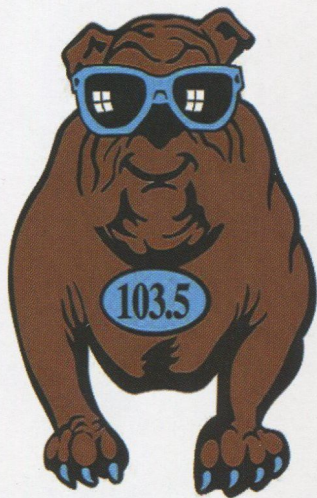
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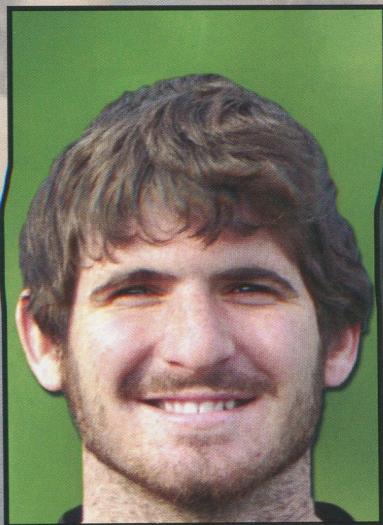


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## **#23 Andrew Hoxie**

**Forward**

**Height:** 6'4"

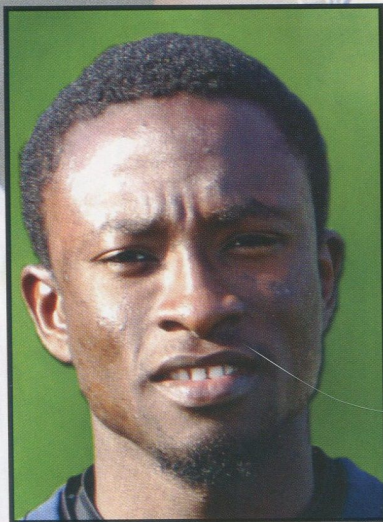
**Weight:** 208 lbs.

**Date of Birth:** October 8, 1986

**Birthplace:** Enid, OK

**Citizenship:** United States

**Last Club:** William & Mary



## **#10 Isaac Kissi**

**Forward**

**Height:** 6'1"

**Weight:** 175 lbs.

**Date of Birth:** May 14, 1987

**Birthplace:** Brong-Ahafo, Ghana

**Citizenship:** Ghana

**Last Club:** Dayton

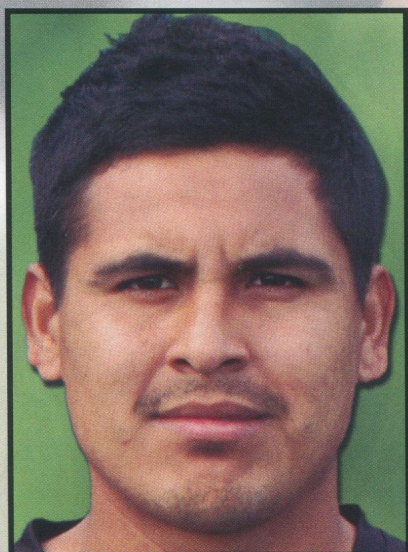




## **#1 Neal Kitson**

### **Goalkeeper**

**Height:** 6'1"  
**Weight:** 185 lbs.  
**Date of Birth:** January 6, 1986  
**Birthplace:** New York, NY  
**Citizenship:** United States  
**Last Club:** Kansas City (MLS)



## **#5 Alfonso Motagalvan**

### **Midfielder**

**Height:** 5'11"  
**Weight:** 170 lbs.  
**Date of Birth:** February 11, 1987  
**Birthplace:** Gilroy, CA  
**Citizenship:** United States  
**Last Club:** Ventura County (PDL)



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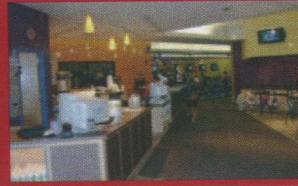
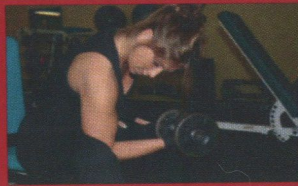
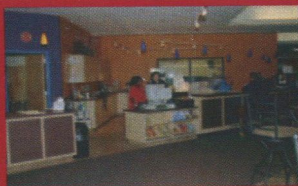
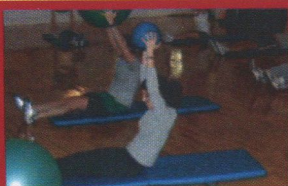
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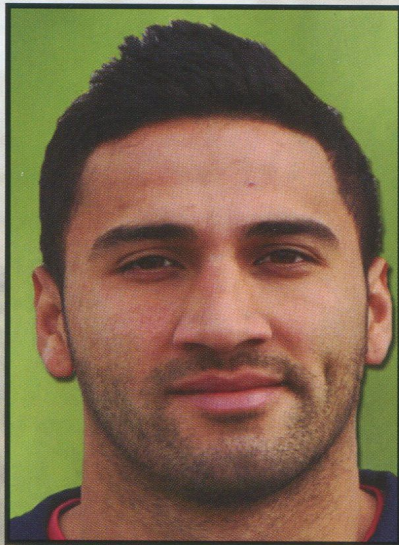
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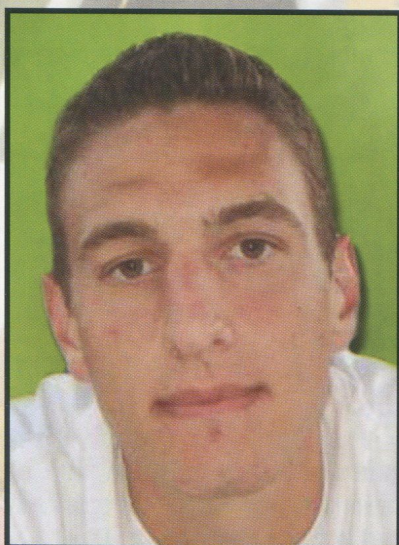




## #25 Tino Nunez

**Forward**

Height: 5'8"  
Weight: 183 lbs.  
Date of Birth: August 22, 1984  
Birthplace: Long Beach, CA  
Citizenship: United States  
Last Club: Real Salt Lake (MLS)



## #4 Aaron Pitchkolan

**Forward/Midfielder**

Height: 6'2"  
Weight: 175 lbs.  
Date of Birth: March 14, 1983  
Birthplace: Aurora, CO  
Citizenship: United States  
Last Club: San Jose Earthquakes

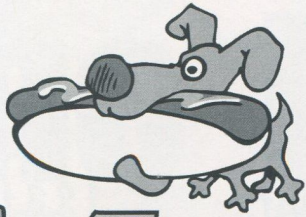


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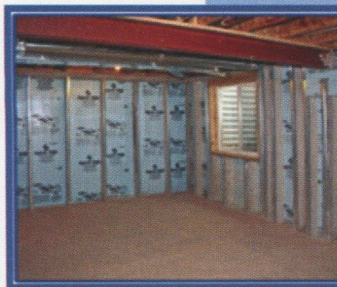
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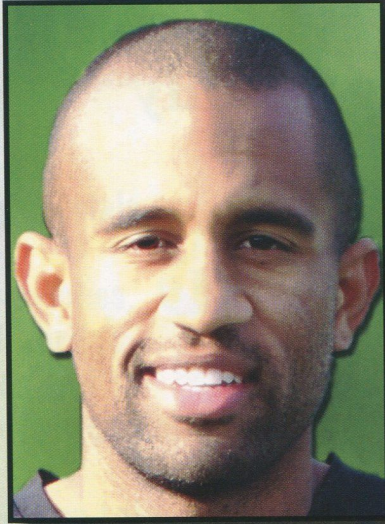
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## **#12 Troy Roberts**

### **Defender**

**Height:** 6'0"

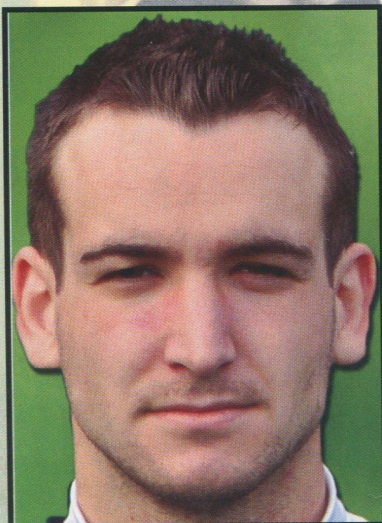
**Weight:** 180 lbs.

**Date of Birth:** September 18, 1983

**Birthplace:** San Jose, CA

**Citizenship:** United States

**Last Club:** Cleveland (USL-1)



## **#13 Tyler Rosenlund**

### **Midfielder**

**Height:** 6'0"

**Weight:** 170 lbs.

**Date of Birth:** September 13, 1986

**Birthplace:** Vancouver, CA

**Citizenship:** Canada

**Last Club:** Toronto FC



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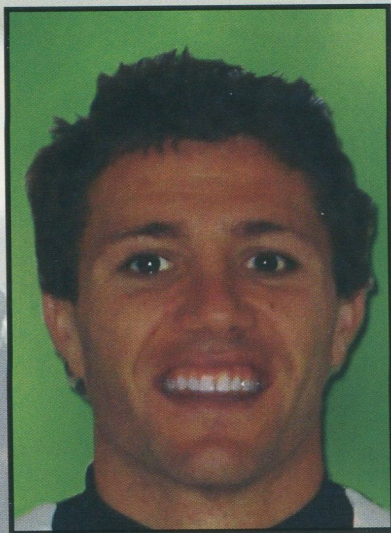


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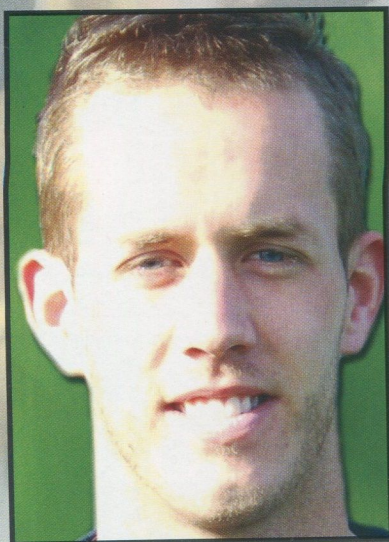




## **#15 Frankie Sanfilippo**

### **Defender**

**Height:** 5'9"  
**Weight:** 165 lbs.  
**Date of Birth:** September 8, 1981  
**Birthplace:** San Diego, CA  
**Citizenship:** United States  
**Last Club:** Charleston (USL-1)



## **#17 Nano Short**

### **Midfielder**

**Height:** 6'2"  
**Weight:** 187 lbs.  
**Date of Birth:** January 25, 1985  
**Birthplace:** Taunton, England  
**Citizenship:** England  
**Last Club:** Rochester



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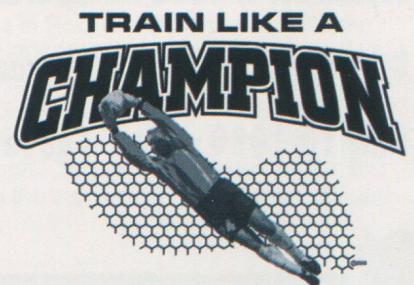
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# 15 SEASONS AND STILL KICKING

2010 marks the 15th season for the Rochester Rhinos, and what a fifteen years it has been!

The franchise started their first season (1996) at Fauver Stadium, located on the campus of the University of Rochester, before moving to Frontier Field...where record crowds and championships followed. A short move years ago, two blocks down the road, brings us to today...as the Rhinos embark on their fifth season at their permanent home, Marina Auto Stadium.

To help kick off the 15th season, the Rochester Rhinos asked fans to vote for their most memorable Rhinos games throughout the team's history. The ballots have been counted, and the results are in, Rochester.... here are the top matches YOU chose!

## THE TOP 15 MOST MEMORABLE GAMES IN ROCHESTER RHINOS HISTORY

1. September 14, 1999	Crew Stadium	vs. Colorado	2-0 Rhinos win USOC
2. October 17, 1998	Frontier Field	vs. Minnesota	3-1 Rhinos first league championship
3. September 20, 2000	Frontier Field	vs. Minnesota	3-1 Rhinos win second league title
4. October 13, 2001	Frontier Field	vs. Hershey	2-0 Rhinos win third league title
5. July 12, 1996	Frontier Field	vs. Montreal	3-2 Rhinos victory
6. July 14, 1999	Frontier Field	vs. Chicago	1-0 Rhinos beat USOC champ
7. August 11, 1999	Frontier Field	vs. Dallas	2-1 OT
8. June 20, 1999	Frontier Field	vs. New York Freedom	2-1 OT win to start USOC run
9. July 20, 2004	Lusitano Stadium	vs. New England	1-1 Rhinos win on PK's
10. September 23, 1998	Frontier Field	vs. Montreal	4-1 Rhinos playoff win in Montreal
11. October 12, 1996	Frontier Field	vs. Colorado	3-0 Rhett Thompson shuts out Rapids
12. July 17, 2002	Webster Schroeder	vs. Kansas City	3-2 Rhinos lose 2 game lead late in match
13. September 3, 2009	P&G Stadium	vs. Portland	2-1 Rhinos end Timbers streak
14. September 25, 1996	Claude Robillard	vs. Montreal	2-1 Rhinos playoff win in Montreal
15. May 10, 1996	Fauver Stadium	NY Fever	1-1 Rhinos lose in SO





## From A New Perspective: Bob Lilley and Rochester Rhinos Soccer

By Eric Trendel

For nearly ten years Bob Lilley patrolled the visitors sideline in one of the USL First Division's most intense rivalries. As head coach of the Hershey Wildcats (1997-2001) and Montreal Impact (2002-03) his teams faced the Rhinos during the postseason every year from 1998-20003. From the visitors bench at Frontier Field he witnessed first hand the excitement and expectations at Rhinos home matches. "There was always an aura about Rochester" said Lilley. "The fans sat close to the field and every game we played against them was important in really created an intense rivalry. Former Rhinos Head Coach and current General Manager Pat Ercoli on the rivalry noted that "when you think about those games, they could have gone either way. Things always worked out for us but I always thought that the Rhinos and Bob's teams were always one and two in the league. And when you think about it we were probably two of the youngest and most promising coaches at the time."

As a head coach Lilley, has won everywhere he has coached. During his tenure in Hershey his teams posted an 86-46-6 record. In Montreal his teams went 32-15-9 and in Vancouver 33-20-31. He teams have either won or shared the division title five times and he was voted USL First Division Coach of the Year twice, an honor only bestowed on two other coaches (Alan Hinton and Gavin Wilkinson). The problem for Lilley was that there always seemed to be an obstacle preventing him from hoisting that championship trophy – the Rochester Rhinos. "The playoffs had four rounds in those days and when you look at it we never lost (with the exception of pk's against Charleston) a playoff series to any other team, except Rochester. Pat created a winning mentality and it is amazing what they accomplished in that 5-6 year span."

Despite regular season success from 1997-2003 Lilley-led teams went 0-6 in the playoffs series' against the Ercoli-led Rhinos during that same span. In 2001, the Wildcats managed 75 points and fielded, by far, the league's stingiest team allowing only 20 goals in 26 starts. Outscoring their opposition 7-1 during the playoffs Hershey earned a trip to the league title match and was just 90 minutes from championship glory – their opponent however was the defending 2000 league champion Rhinos. Playing in front of a partisan crowd at Rochester's Frontier Field, Lilley's hopes of winning a ring were dashed by a crafty Bulgarian midfielder named Stoian Mladenov. Mladenov tallied both goals in Rochester's 2-0 win and days later the Wildcats were folded by ownership, having cited that the team would not be successful financially. It was a decision that certainly had Lilley frustrated. "It is the biggest disappointment of my career. We had a lot of young players and we were moving in the right direction under controlled budgets. I don't think they wanted to cause a distraction and so we didn't know about it before the championship match. It was a disappointing and it marked the end of some players' careers."

The rivalry that had existed between Lilley and his Wildcats and the Rhinos may have been over but the Fort Monmouth, New Jersey native soon found himself in the middle of it again after taking over the reigns of perhaps Rochester's biggest foe – the Montreal Impact. Unfortunately for Lilley however 2002 and 2003 ended in similar fashion, falling to Rochester in tightly contested postseason series'. "The playoffs for me were difficult during that phase" said Lilley. "We had some good teams but the Rhinos were always ready and they made their home field a fortress. They really had something special going on here then." After stepping down as head coach of the Impact following the 2003 season Lilley made his way west taking over a storied franchise in Vancouver.

As in Hershey and Montreal Lilley's team was a success on the field and after guiding the Whitecaps to the playoffs in each of his first two seasons 2006 saw a return trip to the USL-1 title match. As irony might have it, once again the team standing between Lilley and the championship hardware was the Rochester Rhinos. Like half a decade before Lilley's team was seeking a title on foreign ground, playing in front of nearly 10,000 Rhino fans at PAETEC Park. However this time the result was different. On a frigid night in Rochester the Whitecaps sunk the Rhinos hopes of another championship, winning 3-0 and providing Lilley with his first league title as a coach. "A lot of people saw me suffer in Rochester but winning was a weight off my shoulders. Maybe in the back of my mind there was some feeling of vindication but it was not more of a priority because it was Rochester."

After the 2007 season Lilley's tenure in Vancouver came to an end. During the next two years the 46-year was out of the league but continued to coach, taking over the reigns of the Detroit Ignition of the Major Indoor Soccer League. After a disappointing 2009 season, the Rhinos overhauled their soccer department, choosing not to renew the contracts of Head Coach Darren Tilley and General Manager Matthew Ford. On October 29, 2009 the Rhinos reached out to Ercoli, Lilley's coaching counterpart during all those playoff clashes of nearly a decade ago, to be their next general manager. His first order of business was to hire the next Rhinos head coach and he didn't have to think very long about who that might be choosing to re-unite his former foe. "When hiring a head coach I took into consideration the pressure that Bob was under in Montreal and Vancouver especially. Expectations for success there are no different than in Rochester and he was successful in winning a championship and building teams that won titles after he left (Montreal in 2004 and Vancouver in 2008). We want to create an environment here similar to what it used to be."

Just two weeks after assuming the GM role, Ercoli stood at the podium at a press conference in downtown Rochester and introduced Lilley as head coach of the Rochester Rhinos. While at that press conference in November Lilley was quick to mention the tradition of soccer in Rochester. For a man who has witnessed, from the visiting bench, the excitement that soccer fans in Rochester bring to each home match he is thrilled for a new perspective on that excitement. "What Rochester had here (from 1998-2004) is something that will never be matched. With the parity in the league now I don't think that level of dominance for that amount of time is going to happen anymore. But our goal is to build something exciting and special again here. My teams will take an aggressive approach to the game." While Lilley and Ercoli hope to recreate the feeling that permeated Frontier Field for so long there is one thing Lilley doesn't want to see repeated. "I am hopeful that I don't get the same level of harassment from the fans as in the past" he says with a laugh. "We are excited win games and once again make coming to Rochester something opposing teams don't like to do." And considering the success of his team's in the past... Rochester soccer fans have something to be excited about too!





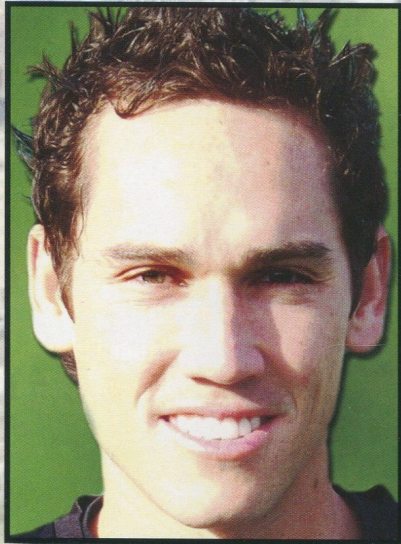


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**Citizenship:** United States  
**Last Club:** Charleston (USL-1)



**#24 Scott Vallow**  
**Goalkeeper**

**Height:** 6'3"  
**Weight:** 195 lbs.  
**Date of Birth:** June 8, 1977  
**Birthplace:** Modesto, CA  
**Citizenship:** United States  
**Last Club:** Rochester (USL-1)



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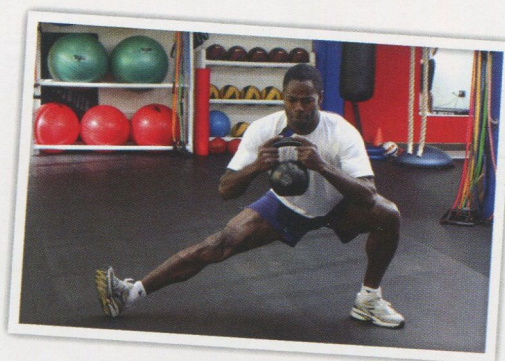


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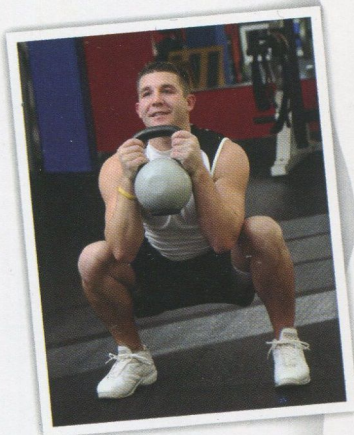
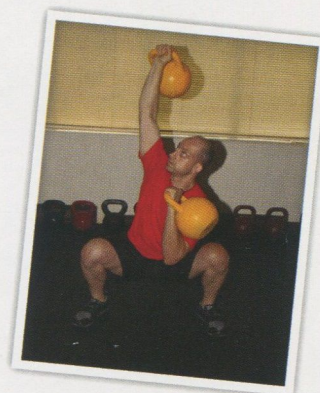
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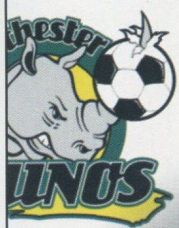
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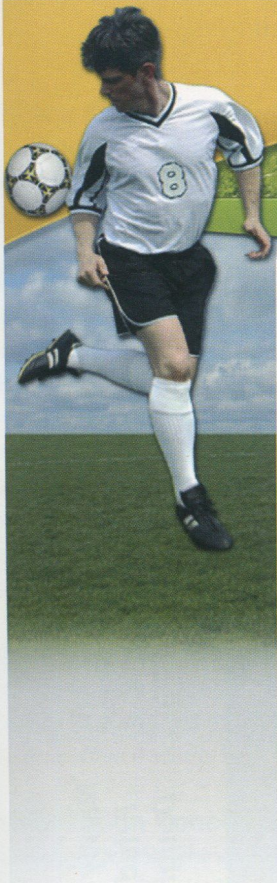
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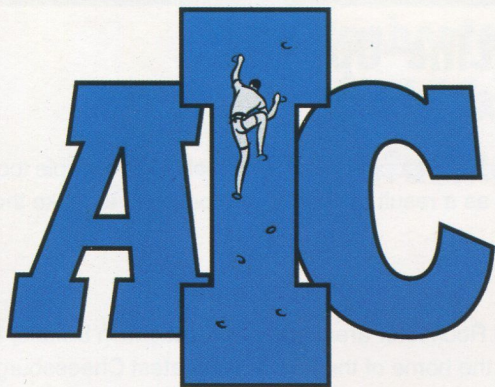
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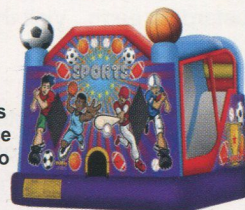
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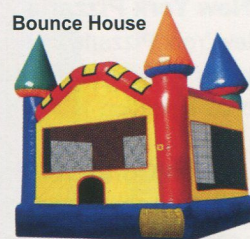
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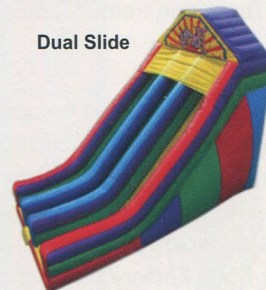
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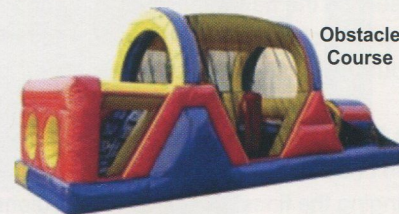
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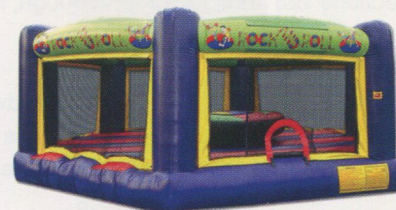
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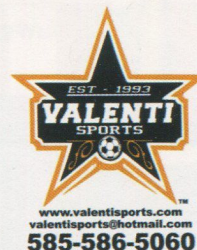
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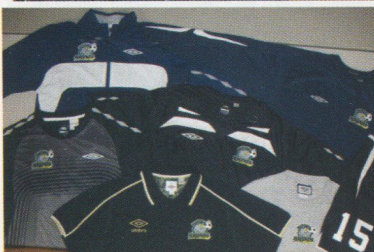
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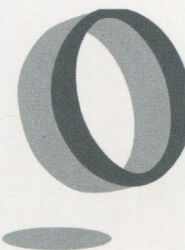




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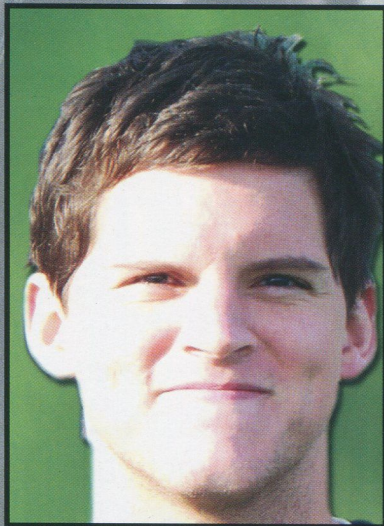
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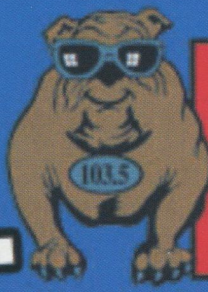
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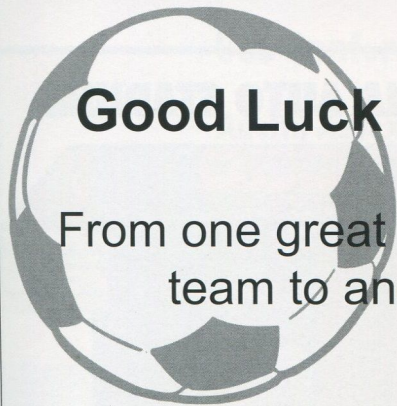
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# 2010 Season Ticket Information

To Purchase Your Rhinos Ticket Package, Call  
(585) 454-KICK (5425)  
or visit [www.rhinosoccer.com](http://www.rhinosoccer.com)

## SINGLE GAME PRICES

LOCATION	ADULT	YOUTH
Club	\$20	\$17
Premium	\$18	\$15
Midfield	\$14	\$12
Sidline	\$13	\$11
Reserved End	\$10	\$8
General	\$10	\$8



## GROUP PACKAGES

Location	Section	Reg. Price	Group (10-49 people)	Group (50-99)	Group (100+)
Club	106-108	\$20	\$17	\$15	\$13
Premium	104-105, 109-110	\$18	\$15	\$13	\$11
Midfield	125-127	\$15	\$12	\$11	\$9
Sideline	101-103, 111-113	\$13	\$11	\$10	\$8
	123-124, 128-129	\$13	\$11	\$10	\$8
General Admission	120-122	\$10	\$8	\$7	\$5
Reserved End	114-119, 130-132	\$10	\$8	\$7	\$5

## GROUP LEADER BENEFITS

### All Group Leaders Receive:

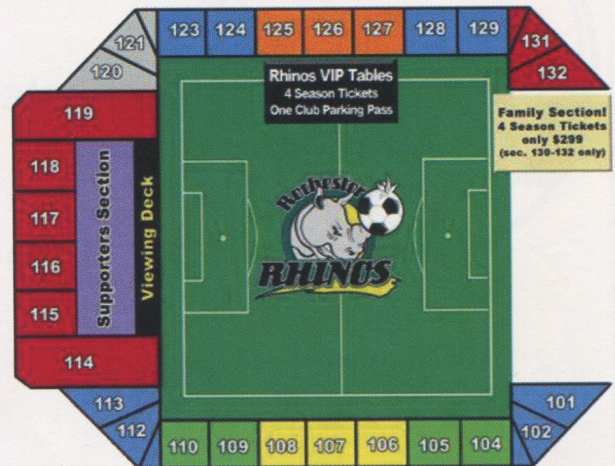
- Savings of up to \$7.00 on each ticket!
- Public Address announcement recognizing your group at the match!
- Convenient group seating!
- Group Leader incentives! (See below)
- Fundraising opportunities!
- Two (2) complimentary tickets to any 2010 Rhinos regular season match!
- Personal Account Executive to handle all of your needs!

*You'll be right in the heart of the action all season long while enjoying benefits that make your seats the best in the house.*

### Season Ticket Holder Benefits

	Club	Premium	Mid Field/Sideline	GA/Reserved End	Family Pack
Priority ticketing to Marina Auto Stadium Events (Seats subject to availability)	*				
Personal Cup Holder	*	*			
Complimentary 2010 Rhinos Yearbook	*	*	*		
Purchase Additional Tickets at Discount Price	*	*	*		
Invitation to Exclusive Season Ticket Holder Party	*	*	*	*	*
15% Rhinos merchandise discount	*	*	*	*	*
Discount offers from Rhinos/Stadium Sponsors	*	*	*	*	*
Discounted Stadium Parking Package Options	*	*	*	*	*
Discounted Playoff Ticket Package Options	*	*	*	*	*
Personal Rhinos Representative	*	*	*	*	*
Ticket Redemption Program (Never Miss A Game!)	*	*	*	*	*
Opportunity to be Season Ticket Holder of the Game	*	*	*	*	*
Complimentary Buddy Tickets	6	4	3	2	2

## MARINA AUTO STADIUM



## SEASON TICKET PACKAGES

Guarantee your seat to all 15 USSF D2 Pro League regular season matches and three wild card matches at Marina Auto Stadium this summer.

LOCATION	SEASON PRICE	WINDOW PRICE	SAVINGS
Club	\$265	\$20	\$95
Premium	\$235	\$18	\$89
Midfield	\$200	\$15	\$70
Sideline	\$165	\$13	\$69
Gen. Admission	\$99	\$10	\$81
Reserved End	\$99	\$10	\$81
FAMILY PACKAGE	\$299	N/A	\$97

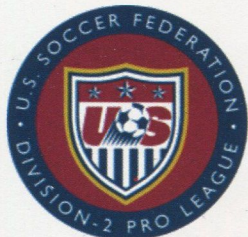
## SEASON TICKET HOLDER BENEFITS

	Club	Premium	Mid Field/Sideline	GA/Reserved End	Family Pack
Priority ticketing to Marina Auto Stadium Events (Seats subject to availability)	*				
Personal Cup Holder	*	*			
Complimentary 2010 Rhinos Yearbook	*	*	*		
Purchase Additional Tickets at Discount Price	*	*	*		
Invitation to Exclusive Season Ticket Holder Party	*	*	*	*	*
15% Rhinos merchandise discount	*	*	*	*	*
Discount offers from Rhinos/Stadium Sponsors	*	*	*	*	*
Discounted Stadium Parking Package Options	*	*	*	*	*
Discounted Playoff Ticket Package Options	*	*	*	*	*
Personal Rhinos Representative	*	*	*	*	*
Ticket Redemption Program (Never Miss A Game!)	*	*	*	*	*
Opportunity to be Season Ticket Holder of the Game	*	*	*	*	*
Complimentary Buddy Tickets	6	4	3	2	2

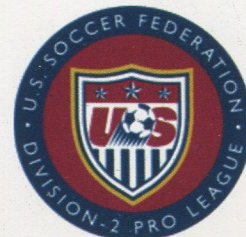




# USSF D2 Pro League Information



**League Offices**  
1801 S. Prairie Avenue  
Chicago, IL 60616  
P - (312) 808-1300  
[www.ussoccer.com](http://www.ussoccer.com)



## USL Conference



**Austin Aztex**  
13359 US Hwy 183 N  
Suite 401  
Austin, TX 78750  
P - (512) 335-8881  
[www.austinaztex.com](http://www.austinaztex.com)



**NSC Minnesota Stars**  
1700 105th Ave NE  
Blaine, MN 55449  
P - (763) 785-5634  
[www.nscminnesota.org](http://www.nscminnesota.org)



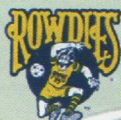
**Portland Timbers**  
PGE Park  
1844 SW Morrison  
Portland, OR 97205  
P - (503) 553-5400  
[www.portlandtimbers.com](http://www.portlandtimbers.com)



**Puerto Rico Islanders**  
Juan Ramon Loubriel Stadium  
1565 Carr. #2, Right Field Bldg.  
Bayamon, PR 00959  
P - (787) 643-3099  
[www.prislandersfc.com](http://www.prislandersfc.com)



**Rochester Rhinos**  
Marina Auto Stadium  
460 Oak Street  
Rochester, NY 14608  
P - (585) 454-KICK (5425)  
[www.rhinossoccer.com](http://www.rhinossoccer.com)



**Tampa Bay Rowdies**  
3837 Northdale Blvd.  
Suite 367  
Tampa, FL 33624  
P - (800) 813-3294



**AC-St. Louis**  
One Soccer Park Road  
St. Louis, MO 63026  
P - (888) STL-GOAL  
[www.ac-stlouis.com](http://www.ac-stlouis.com)



**Carolina RailHawks**  
101 Soccer Park Drive  
Cary, NC 27511  
P - (919) 859-5425  
[www.carolinarailhawks.com](http://www.carolinarailhawks.com)



**Crystal Palace Baltimore**  
3737 Old Georgetown Road  
Baltimore, MD 21227  
P - (410) 933-8326  
[www.palacebaltimore.com](http://www.palacebaltimore.com)



**Miami FC**  
501 Brickell Key Drive  
Suite 407  
Miami, FL 33131  
P - (305) 377-2700  
[www.miamifc.com](http://www.miamifc.com)



**Montreal Impact**  
4750 Sherbrooke EST  
Montreal, Quebec H1V 3S8  
P - (514) 328-3668  
[www.impactmontreal.com](http://www.impactmontreal.com)



**Vancouver Whitecaps FC**  
550-375 Water Street  
Vancouver, BC V6B 5C6  
P - (604) 629-2251  
[www.whitecapsfc.com](http://www.whitecapsfc.com)





# 2010 Rochester Rhinos Staff

## Administration

Rob Clark.....Owner/CEO  
Pat Ercoli.....General Manager  
David Cieslinski.....Vice President  
Diana Rapp.....Team Operations  
Rosemary Guerra.....Finance Manager

## Communications/Public Relations

John Catalano.....Director of Communications TV/Video Production  
Eric Trendel.....Director of Public Relations  
Joe Guiliano.....Broadcaster  
Pedro Ugalde.....Graphic Designer

## Marketing/Sponsorship Sales

Christine Ward.....Director of Sponsorship Sales & Marketing  
Jordan Steffan.....Sponsorship Services Manager

## Ticket Sales

Rich Randall.....Senior Account Executive  
Sean Maxwell.....Account Executive

## Operations

Carl Palmieri.....Facility Operations





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